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Review*

Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual Items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Programs and Planning, Office of Public Affairs, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

USDA TO TEST COMPACT-DISK SYSTEM AT 115 EXTENSION AND LAND-GRANT LOCATIONS

USDA has completed its first CD-ROM (compact disk-read only memory) to help USDA's Extension Service (ES) speed responses to inquiries. The disk contains thousands of pages of rural and agricultural information.

With 16,000 ES employees at over 3,000 U.S. locations providing technical information, response time can be cut significantly. The disk will allow county agents to quickly answer frequently asked questions by pulling up the information on a computer screen.

The CD-ROM, containing university and extension fact sheets, publications, frequently used databases, and computer software, will be tested at 115 sites. County and state extension offices and land-grant libraries will test the disk, dubbed an "extension service sampler," for one year to determine its usefulness to their operations.

The disk is an outgrowth of a project of USDA's National Agricultural Library (NAL) to preserve agricultural information and make it more accessible. NAL has been putting full text of publications and other written material on CD-ROMs in a "text digitizing project."

Assisting NAL and the ES in developing the CD-ROM were the Virginia Cooperative Extension service and the Minnesota Extension Service.

For more information, contact: Thomas Tate, USDA, ES, 202-447-8155, or Brian Norris, USDA, NAL, 301-344-3778.

USDA/FDA 1990 JOURNALISTS' CONFERENCE TO BE HELD IN WASHINGTON, D.C.

The 1990 Journalists' Conference on Food Safety and Nutrition will be held in Washington, D.C., at the National Press Club, June 25 and 26.

The conferences, which are sponsored by the U.S. Department of Agriculture and the U.S. Health & Human Services Department's Food and Drug Administration, have been extremely successful in past years.

Although I took part in the 1988 conferences, a recent chat with Ann Chadwick, USDA's consumer advisor, enlightened me on some of the background and history behind the journalists' conferences.

The first conference, a 1984 pilot sponsored solely by USDA, was held for two days in Washington, D.C. and had one speaker from FDA. Feeling that the conference served an important need, the late Donald L. Houston (then administrator of USDA's Food Safety and Inspection Service) suggested taking the conference "on the road."

In 1985, taking Houston's suggestion, and picking up FDA as a co-sponsor, the conferences were held in Dallas, San Francisco, Chicago, New York, and Atlanta. In 1986, the sites were Washington, D.C., New York, and Los Angeles, and in 1987, Washington, D.C., Denver, and Chicago.

In 1988, the conferences were held in Washington, D.C. and San Francisco. There were no conferences held in 1989.

Food, health, fitness, science, and consumer interest editors will be able to hear USDA and FDA officials address current concerns and policy initiatives in the areas of nutrition and food safety. The conference also attracts industry and federal and state government attendees.

Along with plenary sessions, a new feature this year will be "roundtable" sessions.

For further information, contact: Marci Hilt, USDA Radio and Television Division, 202-447-6445.

USDA'S OFFICE OF PUBLIC AFFAIRS PROVIDES CO-CHAIR FOR NAGC ANNUAL CONFERENCE

Kathryn H. Hill, a research specialist with the speech writer for the secretary of agriculture, has been selected to co-chair the 1990 National Association of Government Communicators (NAGC) annual conference to be held December 5-7, at the Rosslyn Westpark Hotel in Arlington, Virginia.

Hill has been with USDA since 1987. Prior to that she was with the U.S. Air Force Contracting Center in Hawaii.

A graduate of Hawaii's Chaminade University, she produced and hostessed the "Kathryn Hill Presents" television program for seven years in Hawaii, and anchored a current events radio program over KNDI-AM in Hawaii.

Hill hostessed a television and radio program in the Philippines and in Italy (in Italian). She was a feature writer for the NIPA NEWS in the Philippines, TELEIONALE in Italy (in Italian), and the SANTA BARBARA NEWS PRESS in California. She currently interviews guests for radio station WPFW-FM in Washington, D.C.

Hill was selected to THE WORLD OF WHO'S WHO OF WOMEN, Cambridge, England, and nominated as Woman of the Year, YWCA, Hawaii.

In addition to her NAGC membership and other organizations, she is a member of the Agricultural Communicators in Education (ACE) and the American Association of University Women (AAUW).

USDA'S 'CONSUMER STORY LEADS' RELEASED TO CELEBRATE NATIONAL CONSUMERS WEEK

A new feature was issued on April 2, from the USDA Office of Public Affairs' News Division. Commemorating National Consumers Week, April 22-28, it highlights in eight to 11 lines each, four pages of story possibilities. Included with each short subject description is a contact for more information.

The consumer-related story ideas were compiled by Ann Chadwick, USDA's consumer advisor, and Diane O'Connor, deputy chief of USDA's News Division.

In a preface to editors, Chadwick said that USDA activities touch the lives of all American consumers daily. She said that by ensuring the quality of the food we eat, developing new food and fiber products, increasing our knowledge about diet and nutrition, conserving our natural resources, and helping the nation's farmers, USDA lives up to its reputation as the "People's Department."

O'Connor said more story ideas were received from USDA agencies than could be used, but other story idea features may be produced periodically if the current one proves useful and is well-accepted.

Copies may be requested from USDA News Division, Room 404-A, Washington, DC 20250. For further information, contact Diane O'Connor at 202-447-4026 (Dialcom AGR003), or Ann Chadwick at 202-382-9681.

NAL'S FOOD AND NUTRITION INFO CENTER HAS TECHNICAL INFO SPECIALIST OPENING

USDA's National Agricultural Library has an opening for a technical information specialist (biological sciences), GM-1412-12/13, in the Food and Nutrition Information Center (FNIC). The Announcement No. is ARS-H20-028A.

In addition to serving as coordinator of FNIC, duties include policy making, planning, organizing, directing, and evaluating the requirements, activities, and functions of FNIC. Other duties are designing and directing a nationwide reference and lending program that supplies information and resources to consumers and specialists engaged in research or educational activities related to the fields of food service management, food, human nutrition, and nutrition education. Also, serves as liaison for the NAL Microcomputer Liaison Group.

Qualifications include a bachelor's degree with at least 24 semester hours in biological science or at least 15 hours in nutrition, or pertinent experience.

Contact: USDA, ARS, Personnel Division, Personnel Operations Branch, 6305 Ivy Lane, Greenbelt, MD 20770-1435. Telephone is 301-344-2701.

Closing date is May 7.

OPA PUBLIC AFFAIRS SPECIALIST RECEIVES SUPERIOR SERVICE AWARD FROM HNIS

Sally Katt, a public affairs specialist with the Office of Programs and Planning in USDA's Office of Public Affairs, has received a superior service award from USDA's Human Nutrition Information Service (HNIS).

The award was given to Katt in special recognition of her contribution to the style and presentation of four innovative new nutrition education bulletins. HNIS felt the content and style of the publications, developed for the Eating Right Campaign, were so distinctive that they set a new standard for nutrition education materials from the federal government.

Katt was one of only 11 federal employees selected to serve in the 1987-88 Congressional Fellowship Program, a national competition sponsored by the American Political Science Association.

Katt will receive a certificate for the new award at a formal ceremony later this year.

LINCOLN UNIVERSITY, JEFFERSON CITY, MISSOURI, SEEKS INFORMATION SPECIALIST

Lincoln University Extension, Jefferson City, Missouri, is accepting applications for the position of information specialist.

Duties include preparing news releases and feature stories for dissemination to select magazines, newspapers, radio and television stations; developing scripts, special reports and projects; developing extension publications for distribution to the public; and editing technical reports.

A bachelor's degree in journalism is required with two years experience in news writing and publications.

To apply, submit a resume/application and three letters of reference to: Personnel Office, 820 Chestnut Street, Jefferson City, MO 65101, before April 27.

For more information, contact: William Helvey, state communications specialist/Media Center director, at 314-681-5557.

USDA, AMONG 50 AGENCIES, CELEBRATING THIRD ANNUAL PUBLIC SERVICE RECOGNITION

Public Service Recognition Week is May 7-13, and more than 50 government agencies including USDA are planning to take part in the celebration.

The third annual celebration on the National Mall will include exhibits, agency mascots, food booths, balloons, recruiters, speeches, and ongoing entertainment during the three-day event. Public schools and universities have been contacted to encourage student turnout, since the exhibits will provide an opportunity for young people to learn about the work of their government.

Among the events will be USDA's "Unsung Hero Awards Ceremony," honoring outstanding employees who have been nominated by their peers for unique accomplishments or performance.

VISITING HUNGARIAN JOURNALIST TO LEARN HOW USDA DISSEMINATES INFORMATION

Hungarian journalist, Tibor Veress, is scheduled to visit USDA agencies from May 2 through 16. Veress, an editor-reporter with the Hungarian Radio & Television Agricultural Section, will be here to learn how USDA disseminates information.

Veress graduated as an agricultural engineer from the Agricultural University in 1976. He then began working at Hungarian Radio's regional studio of Nyiregyhaza, and at the same time studied at a special journalist course of the Association of Hungarian Journalists.

Veress spent one year on a scholarship in Panama studying the economy of Latin America. He speaks Spanish and English.

While at USDA, he will be spend time in various sections of the Office of Public Affairs, such as News Division, Radio & Television, Design, Programs and Planning, Publishing, Printing, and Photography. Tentative visits are planned with USDA's Office of International Cooperation and Development, Extension Service, Economics Management Staff, and Foreign Agricultural Service.

His research also will take him to the University of Wisconsin, WGN-Radio in Chicago, WHO-Radio in Des Moines, and to Puerto Rico.

PUBLIC SERVICE SCHOLARSHIP APPLICATIONS ARE NOW AVAILABLE FROM PER OFFICE

Applications for Public Service Scholarships for college students planning careers in government are available now from the Public Employees Roundtable (PER) office and from members of Congress.

The \$1,000 scholarships are available to full-time undergraduates and to full and part-time graduate students planning government careers. Applicants must have a 3.5 cumulative grade point average, and preference is given to applicants with some previous experience in public service work.

Deadline for applications is May 21. The scholarships will be awarded at a PER reception on Capitol Hill July 26.

To request an application, send a self-addressed, stamped envelope to: PER, P.O. Box 6184, Washington, DC 20044.

NEW 'DIRECTORY OF PUBLIC INFORMATION CONTACTS' PUBLISHED BY MARTIN MARIETTA

The "1990 Directory of Public Information Contacts, Washington, D.C.," has been published by the Martin Marietta Corporation. This, the 29th edition of the directory, was compiled and edited by Braddock Communications, Inc. The previous 28 editions were compiled and edited by Daniel H. Schurz.

The directory lists the names, addresses, and phone numbers of information contacts in The White House, all federal agencies, independent and regulatory agencies, presidential commissions, legislative, judiciary, quasi-governmental institutions and federally chartered corporations, international organizations, and foreign embassies.

Copies are available to members of the press, government public affairs officers, and others in public affairs and public relations.

Requests should be in writing, on letterhead, to: Martin Marietta Corporation, Attn: Public Relations, 6801 Rockledge Drive, Bethesda, MD 20817.

OREGON STATE HAS OPENING FOR ASSOCIATE DIRECTOR IN COMMUNICATION MEDIA CENTER

Oregon State University (OSU) has an opening for associate director of the Communication Media Center (CMC). The associate director, in direct support to the director, serves as the internal administrative officer in charge of day-to-day operations of the CMC.

The CMC is the centralized media service facility for the entire university, providing instructional media and television services for all academic departments and colleges on the OSU campus.

Responsibilities of the associate director, in addition to serving as the overseeing manager of CMC operations, include supervising the CMC section leaders, maintaining a high level of customer relations, and overseeing the prudent expenditure of CMC resources. All responsibilities will be in direct support of CMC, OSU, and State of Oregon policies. Other responsibilities are writing, negotiating, and implementing proposals and contracts in support of CMC functions; overseeing the development of CMC's internal computer applications; providing consultations to the faculty on media/TV developments; and serving on departmental, university, state, and national committees as appropriate.

Qualifications include a master's degree in educational technology or related field, but a doctorate preferred; ability to work effectively with a diverse faculty; and demonstrated expertise in administering instructional media programs. Requirements are at least three years experience in the administration of a centralized comprehensive college or university media center, and at least five years of experience as a specialist in media production and instructional media support services.

The position will be a twelve-month appointment, and the salary will be commensurate with qualifications with a range in the thirties. Fringe benefits include medical, vision, and dental insurance, fully paid retirement plan, 22 days vacation per year, and low staff tuition rate.

To apply send a letter of application outlining qualifications, a resume, and three names of current references (including titles, addresses, telephone numbers) to: Jon R. Root, Ph.D., Director, Communications Media Center, Kidder Hall 109, Oregon State University, Corvallis, OR 97331-4604.

Applications should be received by May 1. Position to be filled on or around July 1.

FORMER DIRECTOR OF USDA'S OFFICE OF INFO WITH AMERICAN FARM BUREAU FEDERATION

David R. (Dave) Lane, former director of what was previously USDA's Office of Information (now Office of Public Affairs) has accepted a position with the American Farm Bureau Federation (AFBF).

In his new position, serving as spokesperson for AFBF, Lane works with the media and travels with the AFBF national president, as well as arranging press events.

Prior to serving as information director at USDA during Richard Lyng's term as secretary of agriculture, Lane worked as the deputy press secretary for John R. Block, then secretary of agriculture.

Lane, who studied journalism at Purdue University, was raised on a dairy farm near Lafayette, Indiana. He served as information officer for the Illinois Department of Agriculture before joining USDA in 1981.

Lane's phone number at AFBF is 202-484-3610.

USDA'S OFFICE OF PUBLIC AFFAIRS RELEASING NEW 'HOW TO GET INFORMATION'

The Office of Programs and Planning in USDA's Office of Public Affairs is releasing the latest addition of "How to Get Information in the U.S. Department of Agriculture."

The 16-page list gives sources of information in USDA and its various agencies, including names, room numbers, telephone numbers, and electronic mailbox IDs (Dialcom and SPRINTMAIL). Also included are the names of the Freedom of Information Act officers.

For a copy, send a written request to: Serita Fauntleroy, USDA, OPA, OPP, Room 536-A, Washington, DC 20250.

NEW COURSE IS OFFERED BY GPO'S INSTITUTE FOR FEDERAL PRINTING AND PUBLISHING

"Introduction to Regional Printing" is a newly developed course designed to acquaint agency personnel with basic printing, publishing, and procurement information to serve the needs of their agency.

The new course is being offered by the U.S. Government Printing Office's (GPO) Institute for Federal Printing and Publishing.

Some basic printing processes and terms will be explained, paper choices and cost calculating will be discussed, as well as becoming familiar with various forms required in printing and publishing in the federal government.

The basics of contracting for printing will be explained with emphasis on the role the ordering agency plays with GPO and the contractor and the responsibilities of the government and the contractor. The Quality Assurance through Attributes Program will be discussed, along with corrective actions, complaints, and discounts. The course will close with a discussion of initiatives and a brief review.

"Introduction to Regional Printing" will be given on June 5-6 at the Comfort Inn, 3660 Street Road, Bensalem, Pennsylvania 19020. Bensalem is northeast of Philadelphia. Comfort Inn room rates are \$52 a day for double and \$42 for single. Phone number is 800-228-5150.

The course also is scheduled for July 11-12 in Denver, Colorado, and on August 22-23 in Atlanta, Georgia.

Cost of the two-day course is \$195, and is payable by SF-182, "Request, Authorization, Agreement and Certification of Training, or equivalent.

Send SF-182 to: Institute for Federal Printing and Publishing, Mail Stop: WT, U.S. Government Printing Office, Washington, DC 20401-0018. Call 202-275-1283 to reserve space, or call AI Senter in USDA's Printing Division at 202-447-7175 for assistance.

USDA'S EMS HAS AN OPENING FOR A WRITER EDITOR IN CURRENT INFORMATION SECTION

The Information Division of USDA's Economic Management Staff has an opening for a GS-1082-9/11 writer editor in the Current Information Section of the Current Information & Popular Publications Branch. The position is temporary and not to exceed 1 year.

Duties include editing outlook and situation materials, writing features and news articles, press releases, pamphlets, and other material, and performing other dissemination tasks.

Requirements includes experience in writing and editing articles, speeches, pamphlets, or news releases designed for publication in such media as the daily or weekly press. This experience must demonstrate the ability to present information that meets the requirements of the magazine, pamphlet, or other publication involved, and is designed for audiences of varying interests and reading habits.

Contact: Vickie Davis (202-447-6130), EMS, PD, CEB, Room 1415-S, Washington, DC 20250-3500. Refer to Announcement Number EMS-90-T-141.

Closing date is May 7.

GOVERNMENT PRINTING OFFICE PROJECTS INCREASES IN PRINTING AND BINDING COSTS

To assist in establishing budget requirements for fiscal years 1991 and 1992, the U.S. Government Printing Office (GPO) has furnished projected increases in printing and binding costs.

A memorandum from GPO's Robert G. Cox, acting superintendent, Departmental Account Representative Division, estimates that the increase in costs for printing and binding work for fiscal year 1991 over fiscal year

1190 will be 6 percent. The forecast for fiscal year 1992 is an increase of 6 percent over fiscal year 1991. The anticipated increases are a composite of projected increases in labor, paper, and commercial procurement prices.

The percentages should not be used in estimating or pricing individual jobs. They will be of value in determining the overall effect of the price changes in establishing obligations for your total budget requirements for printing and binding work.

'FARMLINE' MAGAZINE, FROM USDA'S ERS, MARKS 10TH ANNIVERSARY WITH APRIL ISSUE

FARMLINE magazine, produced by USDA's Economic Research Service (ERS), marks its 10th anniversary. The first issue came off press in April 1980.

In an article in the April 1990 issue, ERS' Jack Harrison recalls some of the magazine's 10-year history, and asks how you would describe U.S. agriculture in the 1980's—Volatile? Hectic? Nerve-racking? Harrison says it was perhaps the worst of times and the best of times.

Some of the various farm sector highs and lows in the 1980's that he lists are the worst farm recession in 50 years, a record high farm income, the most devastating drought in half a century, a boom in exports, the largest accumulation of farm debt on record, an epidemic of farm bankruptcies, a widespread melting away of assets, and a strong 3-year recovery income and asset growth to end the decade.

Harrison says, "a basic goal of FARMLINE, from the beginning, has been to make economic information available to everyone, especially those not trained in economics, and to make it understandable and easy to use."

FARMLINE is a "popular," as opposed to technical, publication. Its stories are written in newspaper style. Farm publications and news services are encouraged to reprint stories and graphs from the magazine, and are furnished such materials through the Farmland News Service.

FARMLINE is published 11 times a year. Subscription price is \$12 a year to U.S. addresses (\$15 foreign). For subscriptions, call their order desk toll-free at 1-800-999-6779.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

May 20-23:

37TH INTERNATIONAL TECHNICAL COMMUNICATION CONFERENCE
Santa Clara Convention Center, Santa Clara, California
Contact: Davlyn Jones, The Graphic Word, 408-298-2469

May 24:

D.C. ACE/OPA 13TH ANNUAL SPRING WORKSHOP
National 4-H Center, Chevy Chase, Maryland
Contact: Eunice Bowman, 703-657-3195 or Denver Browning, 202-447-2058

May 30 - June 2:

EXTENSION TECHNOLOGY CONFERENCE: APPLIED TECHNOLOGY
Virginia Tech, Blacksburg, Virginia
Contact: 703-231-7370

June 5-6:

INTRODUCTION TO REGIONAL PRINTING
Comfort Inn, Bensalem, Pennsylvania
Contact: U.S. Government Printing Office, 202-275-1283

June 5-8:

38TH ANNUAL TECHNICAL WRITERS' INSTITUTE
Rensselaer Polytechnic Institute, Troy, New York
Contact: RPI Office of Continuing Education, 518-276-8351

July 11-12:

INTRODUCTION TO REGIONAL PRINTING
Denver, Colorado
Contact: U.S. Government Printing Office, 202-275-1283

July 11 - August 7:

COMMUNICATION PLANNING AND STRATEGY WORKSHOP/SEMINAR
Cornell University, Ithaca, New York
Contact: Dr. Royal D. Colle, 607-255-6500

July 14-17:

INTERNATIONAL AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) MEETING
Radisson Hotel, St. Paul, Minnesota
Theme: "Thriving in the '90s"
Contact: Dave McAllister, Publicity Chair, ACE, c/o Educational Development System, 405 Coffey Hall, 1420 Eckles Avenue, St. Paul, MN 55108 Telephone 612-625-4261 or 625-4248

August 22-23:

INTRODUCTION TO REGIONAL PRINTING
Atlanta, Georgia
Contact: U.S. Government Printing Office, 202-275-1283

December 5-7:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS ANNUAL CONFERENCE
Rosslyn West Park Hotel, Arlington, Virginia
Contact: NAGC, 703-823-4821
